



# WE ARE LOOKING FOR

## AFH Regional Strategy Lead Unilever Tea Division, ekaterra

POSITION IS NOW OPEN



### AFH Regional Strategy Lead, Customer Development, ekaterra, Unilever's Tea Division

#### About the Tea Business

Unilever is proud of its tea business, the biggest in the world, with world class purpose driven brands such as Lipton, PG tips and Pukka. Recently, Unilever decided to separate the Tea business to ensure it can best achieve its potential and renamed it to ekaterra to facilitate its separation to a standalone entity. **eka** stands for unity and one purpose while **terra** stands for earth and nature. As ekaterra we are united in one purpose: growing a world of wellbeing through the regenerative power of plants.

Unilever is reviewing several options for the separation, including a demerger, an initial public offering, a disposal or through partnership models. Unilever will retain the tea businesses in India, Nepal and Indonesia, and the partnership interests in the ready-to-drink Tea joint ventures.

Present in more than 100 countries, ekaterra generated revenues of €2 billion in 2019. With 13 production factories in 4 continents and tea growing estates in 3 countries, ekaterra is a profitable and growing business offering a world of wellbeing with the regenerative power of plants to hundreds of millions of consumers. As a standalone entity, ekaterra is even better positioned to lead the industry with dedicated focus driving greater growth and value.

Combining the strength and scale of its global iconic brands with speed and agility, ekaterra is brewing a 'corporate start-up' mindset that's opening up new opportunities to flourish every day – both for its business and its people.

At ekaterra, we work alongside people who put consumer love at the heart of every decision. Diverse minds who celebrate new ideas, share our values and the commitment we have for the wellbeing of all. In return, we create an environment that gives our people space and freedom, where they can grow as leaders. A connected community where ideas can thrive. Where you explore new challenges. Learning all you need to master your field, and even more about yourself.

Be part of this amazing blend. Join our collective and help us grow a better world of wellbeing and a better you.

#### The qualities we look for in you

The Tea business is made up of a special blend of individuals which make our teams exciting and diverse. To be part of our tea family we are looking for individuals who think Green and are environmentally conscious, who understand the power of simplicity and who are accountable for their actions. We want those who infuse mastery and passion in everything they do to create great products and unforgettable experiences for our consumers.

## **What's in it for you?**

We believe that growth is for everyone, we believe in growing leaders and making space to grow an owner's mentality and like nature we adapt, we change, and we grow. We believe in connections over hierarchies and (work)levels. We have a 'corporate start-up' approach; we act with speed and agility, and we have the strength and scale of a large corporation. We are building a better world of wellbeing and a better you.

## **Your Role**

Istanbul (European Side) AFH Regional Manager position is a member of the Ekaterra sales team and reports to Head of AFH. This role is also responsible from country wide restaurant sector.

## **Your Key Tasks**

The purpose of this job is to accomplish yearly growth targets and the new AFH strategies. He/she must also be responsible from

- Management of regional distributors.
- Management of collection performance.
- Visiting key operators and wholesalers in the region.
- Preparation of regional RTM, strategy and implementation of actions.
- Forecast of regional flow.

## **Main Responsibilities:**

### **Operations:**

- To develop distributors with training in the fields of sales and logistics (creating a fast, low-cost, efficient sales and distribution organization),
- Leading the distributor S&OP process (distribution stocks, monthly / annual sales forecasts ..),
- Analysis of sales made through distributor to determine product portfolio, channel and geographical opportunities,
- To ensure the penetration of the existing product portfolio and especially the main skus,
- Applying right strategies to create demand in HORECA channels
- Identifying growth opportunities by leading strategic price and competitor analyzes in the out-of-home channel,
- To ensure that distributor payments are made regularly. To follow the standards of service / service quality that distributors provide to their customers & employees and move them to the highest level,

## **Stakeholder Management and key interfaces**

- Flexibility requirements for this role (Working Model, Mobility):
- This role is employed full time,
- Distributors and points in the region and the market will be visited regularly,
- To be residing in distributor offices together with the sales teams in the distributor channel,
- To be fully authorized/empowered about its work and responsibilities,

## **Skills and Experience**

### **Qualifications:**

Minimum 1-3 years of Sales/Marketing experience and have worked a minimum of 1 years as a Customer / Channel / Distributor Manager in FMCG,

- Business development, customer and sales management experience,
- Having achieved successful business results in previous roles,
- Having experience in logistics and creating demand in digital sales channels,

### **Professional Knowledge / Abilities:**

- Sales: Strong communication and negotiation skills,
- P&L Management - Business Intelligence

- Communication skills,
- Problem solving ability,
- Negotiation ability
- Foreign language knowledge: English.

#### **Preferably:**

- Having experience in different Beverage (Alcoholic /RTD/ Coffee/ Energy) categories
- Having Away-From-Home channel experience,

#### **Who we are looking for**

- Being brave and confident in making decisions, having strong action-taking skills and experience,
- Having a strong sense of responsibility and dedication to work,
- High analytical intelligence and organizational awareness,
- High endurance level in problem solving and difficult conditions,
- Having the ability of epagoge, being adept at putting together puzzle pieces,
- Customer-specific business development and creating solutions for problems,
- Having fun while working, enjoying winning,
- Having the ability to work under pressure,
- Having values of honesty, pioneering, responsible growth,
- High passion for growth,
- Strong leadership in crisis management and uncertain environments,
- To display a flexible stance in the face of changing internal and external factors, to adapt the management style to difficult processes,
- To display open and transparent communication and business management.

#### **What we can offer you**

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